

# OUDESIRE

"EVERYONE DESIRES IT, FEW OWN IT"

With a long and rich history in the art of perfume making for the Middle East, Ajmal (whose name means "most beautiful" in Arabic) has become synonymous with captivating perfumes and beauty products, as well as high-quality traditional Arabic fragrance products for the body and home. As a brand with over 65 years of experience and know-how in the intricate art of perfumery, Ajmal Perfumes has carved a niche for itself in the regional perfume industry as an innovator in perfume-making and a pioneer in the marketing of regional perfume products to the Arab and Western markets.

Following the launch of the now iconic 'Signature Series', which comprises of the 'W' Series (Amber Wood, Sandal Wood, Hatkora Wood and Rose Wood) and the 'M' Series (Amber Musc, Violet Musc and Cuir Musc), Ajmal has now unveiled its most luxurious fragrance yet; **OUDESIRE**. The launch also marks the first unisex fragrance from the prestigious house.



SINCE 1951